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Lorie Zapf



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You're Invited to Regulatory Relief Day

On November 14, business owners and members of the business community throughout San Diego are invited to participate in a special Regulatory Relief workshop hosted by the City Council.

Regulatory Relief Day is a central part of the Small Business Assistance Policy Package, created by Councilmember Zapf, Council President Tony Young and the San Diego Regional Chamber of Commerce. The goal of the workshop is to identify regulations that are standing in the way of San Diego's economic recovery.

At the workshop, the City Council will be asking "What can the City of San Diego do to help you

create one more job?"



Left to right: Council President Tony Young; Matthew Adams, BIA; Paul Webster, Regional Chamber; Councilmember Zapf; Councilmember Faulconer.

Councilmembers want to hear about specific City regulations, permits and policies that have impacted local businesses. By identifying regulations, local businesses can find relief from outdated regulations that are no

longer relevant, for example an extra fee for restaurants to have a pool table in their establishment.

The City can then refine regulations that are unclear or ambiguous. This was a common complaint from business owners during Councilmember Zapf's Small Business Summits. A rule is interpreted differently by different City staff, leaving business owners stuck in limbo.

Finally, the City can restrain themselves from regulations that are repetitive, or nearly identical to regulations from other government agencies.

Please join us on Regulatory Relief Day. Together we can improve the business environment and the local economy.

A Time to Give Thanks

The weather is getting colder and decorative displays are appearing in Fashion Valley; yes, the holiday season is just around the corner. But before we get busy with our holiday to-do lists, I encourage everyone to step back and find a way to give thanks this year.

Veterans' Day

I enjoyed meeting many veterans and active duty military members

and their families at the recent Military & Veteran's Appreciation Day. I want to sincerely thank our veterans for their dedication and sacrifice for our country. This Veterans' Day, if you see a member of the military, please take a moment to thank them for their service.

Thanksgiving

On Tuesday, November 22nd at

11:30 a.m. the Bayside Community Center will be hosting a free Thanksgiving lunch for local seniors. My staff and I are looking forward to serving the meal and being able to meet more of the seniors in the community.

If you would like to attend, please contact Rose Ceballos at (858) 278-0771 or email rose@baysidecc.org

Lorie

What's going on in District 6

Our City employees have cut costs without affecting service for Fleet Maintenance.

They have saved taxpayers \$22 million over 5 years.

District 6 Recycles

On October 15, the City's Environmental Services Department held a special recycling event at Mission Bay South Shores Park for residents to dispose of oil, oil filters, batteries and fluorescent lights.

The event was extremely successful, collecting more than 13,400 pounds of recyclable hazardous waste including 750 gallons of used motor oil; 354 pounds of oil filters; 4,900 pounds of automotive batteries; 1,000 pounds of batteries; and 200 pounds of fluorescent

lighting.

The event attracted a 22% increase in participants this year.



Constituent Issues

- Weed abatement on Balboa between Mt. Everest Blvd and Mt. Culebra Avenue has been assigned to Urban Corps for cleanup. The tree blocking the bike path has been removed.
- Removal of a "No Turn on Red" sign at 6th and University
- New Neighborhood Watch program has been established near 4300 Clairemont Drive
- Repaired bike path along I-805 between Balboa Ave. and Cannington Drive

Managed Competition Saves \$22 Million

This month, Mayor Jerry Sanders and Councilmember Zapf announced that the managed competition process for Fleet Services has been completed, and the City has accepted a bid to save taxpayers \$22 million over 5 years.

Fleet services is responsible for maintaining the City's fleet of vehicles, including police cars, fire engines, trash trucks and other service vehicles.

The winning bid was put forward by

a group of current City employees who are responsible for fleet maintenance. Through innovation and creative thinking, they will be providing the same or greater quality of service while cutting costs by 13.3%.

"I've said before that the City needs to leave no stone unturned when we're looking for cost efficiency and savings, because every dollar adds up," said Councilmember Zapf. "It's clear that managed competition works. Our City employees can be

competitive, they can be innovative, and they can come out on top."

The \$4.4 million in annual savings is now free to fund core city services, such as police, libraries, fixing our streets and building fire stations.

This is the second City service that has completed the managed competition process, for a total of \$5.5 million in annual savings. The third, street maintenance, will be authorized by the City Council in the next few months.

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San Diego Unified School Closures

You may have heard recent news reports that San Diego Unified may be closing some schools in our area. This is one option that San Diego Unified School District Board Members are considering to close the potential \$100 million budget deficit.

The City has no authority over the school district, but Councilmember Zapf's office is actively tracking this issue because of the impact it will have on neighborhoods in District 6.

Initial reports indicated that Cadman Elementary School in Clairemont and Cubberley Elementary School in Serra Mesa were selected for the first round of cuts.

A later proposal by Board Member Richard Barrera did not include Cubberley on the closure list.

A November 2nd email from the head of the Clairemont Cluster of Schools, confirmed that, at this time, the Board had voted to

remove Cadman Elementary from the closure list.

However, this does not mean District 6 schools are in the clear. The Board may vote to put these schools, or others, back on the closure list.

Councilmember Zapf is continually looking for ways to step up and advocate for the schools in our communities, because great schools make great neighborhoods.



Cadman Elementary School in Clairemont is one local school that may close.

Upcoming Community Events

Food Truck Rally for AJ's Kids & Children's Hospital

Ikea
2149 Fenton Parkway
November 7 from 5p.m.—8p.m.

Regulatory Relief Day

City Hall
202 C Street, 12th Floor
6:00 p.m.
Bring your stories on specific City policies that have affected your business.

Office Hours with Lorie

Edward Jones
5375 Napa Street, Ste. 108
2:00 p.m.—4:00 p.m.
Contact Shirley Owen for appointment (619) 533-6462

5K Memorial Run for SDPD

Officer Jeremy Henwood
Rancho Bernardo Community Park
18448 West Bernardo Drive

November 20 at 7:00 a.m.
Proceeds go to the Wounded Warrior Foundation

Free Thanksgiving Lunch for Seniors

Bayside Community Center
2202 Comstock Street
November 22
11:30 a.m.—12:30 p.m.
Please contact Rose Ceballos at (858) 278-0771 to RSVP

The Mid-Coast line will extend trolley service from Old Town north up the I-5 to UCSD. District 6 stops include Tecolote, Clairemont and Balboa.

Update on the Mid-Coast Trolley—Jutland Station

Earlier this year Councilmember Zapf asked SANDAG to take a closer look at adding a trolley station at Jutland to the proposed Mid-Coast Corridor Transit line. In October, SANDAG staff met with Councilmember Zapf to discuss their findings.

During that time SANDAG did a lot of work crunching numbers and even drafted a potential station design to fully estimate project

costs. They used a formula model that was jointly created with the Federal Transit Administration (FTA) to project how many people would get on and off the trolley at the proposed Jutland Station.

Unfortunately, Jutland had the lowest projected ridership numbers of any station. In addition, it would be one of the most expensive on the line, costing \$25 million to build.

At this point, it doesn't look like a Jutland station is cost effective, which is a key factor to getting the needed Federal funding to build this project.

But, there is some good news! SANDAG has decided to build the trolley tracks in such a way that they could easily add the Jutland station in the future, if the potential ridership numbers improve.



Community Spotlight



The San Diego Center for Children opened the newly renovated Sundiata Kata Music Center. It was named for the music instructor who has worked for the Center for 42 years. (Left to right: Dave McCaslin, CEO; Sundiata Kata; Councilmember Zapf; Mayor Jerry Sanders)

Councilmembers Zapf and Faulconer proclaim October 18, 2011 as Lifeguard Appreciation Day. City lifeguards made 4,239 rescues this summer.



Councilmember Zapf was joined by Assemblyman Nathan Fletcher and Congressman Brian Bilbray to honor our local military and their families at Military and Veteran's Appreciation Day. Thank you for the work and sacrifices you've made for our country!

Connect with Lorie

Keep tabs on how Lorie is working for you— Be her friend on Facebook at [facebook.com/CouncilmemberZapf](https://www.facebook.com/CouncilmemberZapf) or follow her on Twitter at twitter.com/LorieZapfD6.

You can sign up to receive emails from Lorie and electronic copies of the District 6 Update newsletter on her City website: www.sandiego.gov/citycouncil/cd6/.

If you no longer wish to receive emails from Council-

member Zapf, you can remove yourself from the distribution list by going to Lorie's website, entering your email and clicking "unsubscribe".



Sign up for email updates on Lorie's website.